RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

April 16, 1997

RJR Account #186350
Ms. D. Prudence
F & T DISTRIBUTING

JUNE DORAL B2G1F / PROMOTION #700272

Dear Diane:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 34 skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	3
Light Box	12300-24066	2
Full Flavor 100	12300-24063	1
Light 100	12300-24062	2

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **May 12, 1997**

Ship Date to Retail: **Week of: May 19, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7200 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$1,138.27**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/zlym0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $39.20 (2.8 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

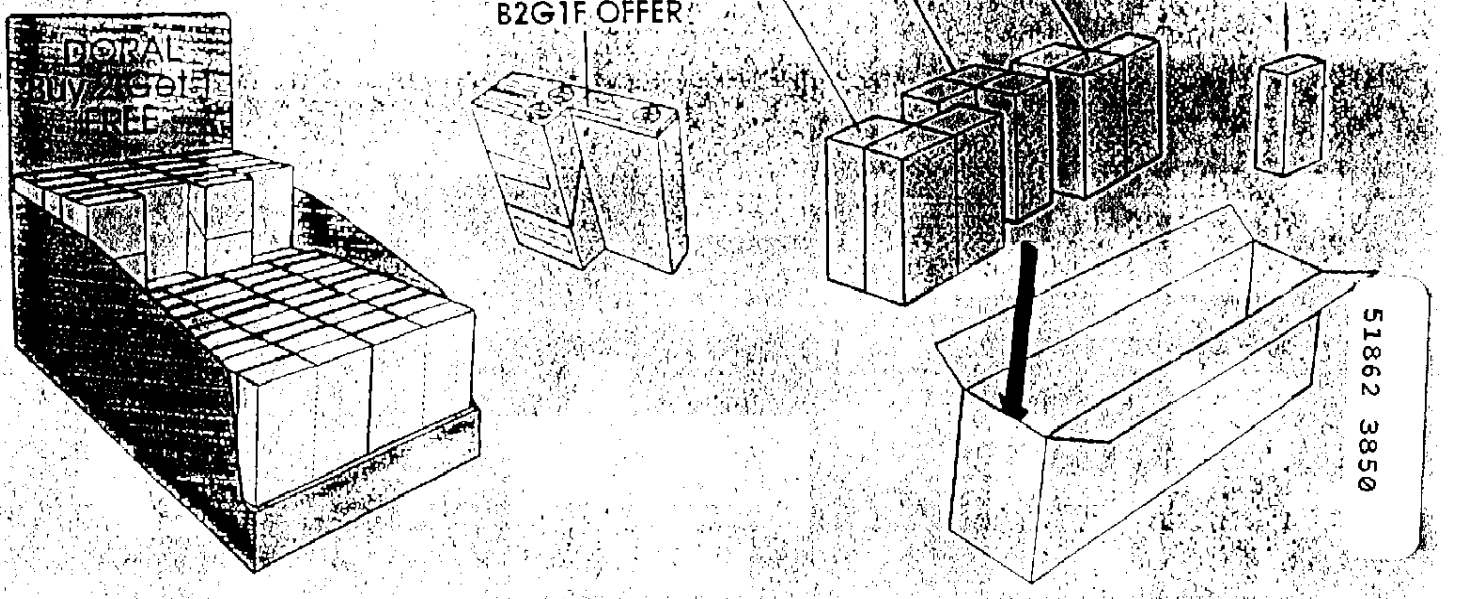
- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.

DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.

PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



Source: https://www.industrydocuments.ucsf.edu/docs/zlym0000

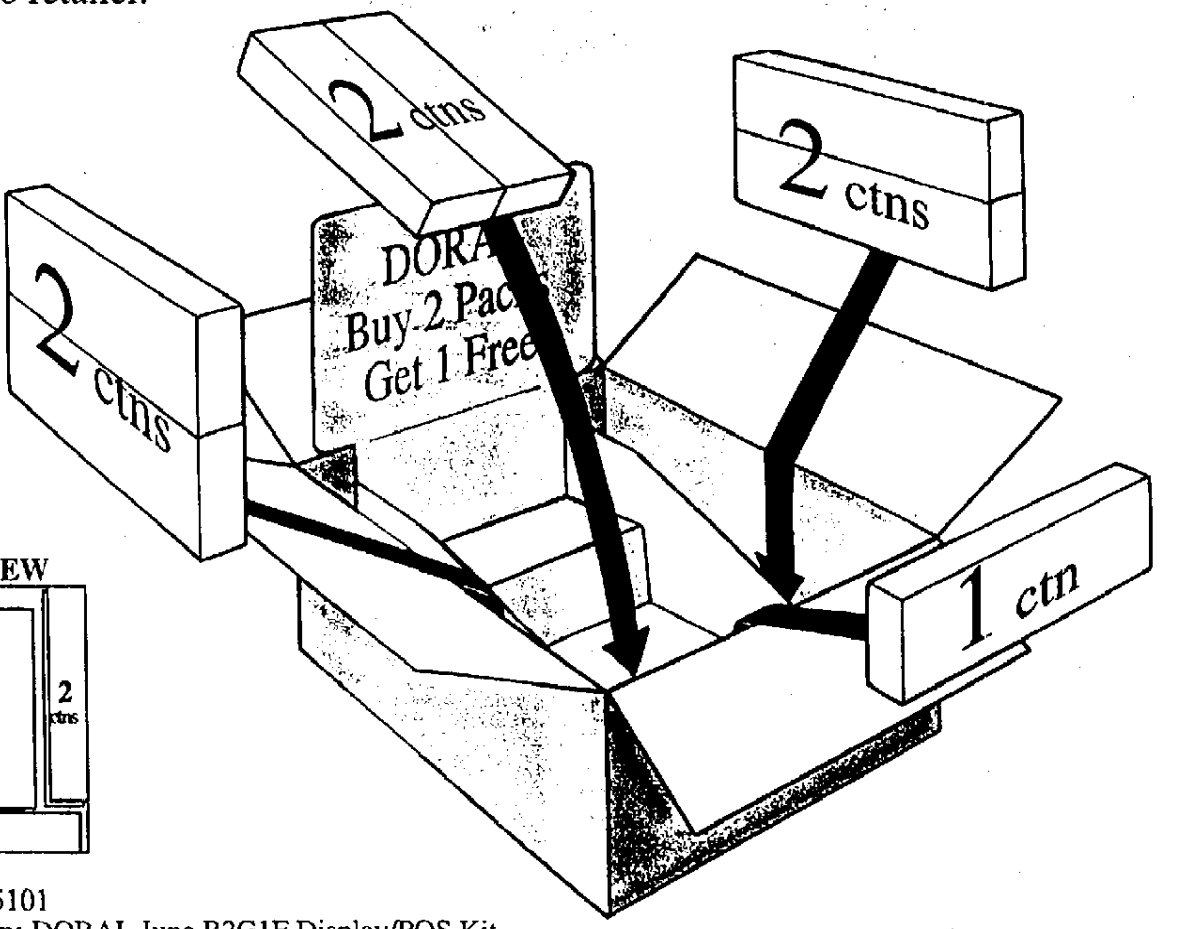
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR.'97

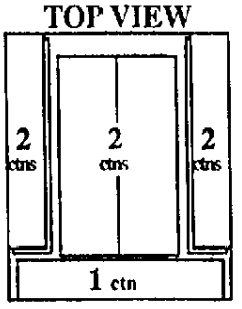
June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #525101
Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	FF 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEQ : 0008
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	5				(607)756-5552
162205	162231	716104	DISCOUNT BEVERAGE W	4030 WEST RD	CORTLAND	NY	13045	4				(607)756-5181
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607)272-3448
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607)273-0807
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	2				(607)659-4066
162605	162231	763732	EAST HILL CITGO	JUDD FALLS RD	ITHACA	NY	14850	1				(607)272-2250
162204	162226	702678	GAS & GOODIES #5	1231 CAMPVILLE RD	ENDICOTT	NY	13760	1		2929-0000		(607)786-8885
162605	162231	703515	C&C TOBACCO OUTLET	109 N MEADOW ST	ITHACA	NY	14850	1				(607)272-4341
162605		340415	AJ'S	RD 1	BERKSHIRE	NY	13736	1	NYS	2929-0000		(607)657-8251
162605		376559	ROUTE 38 GAS STOP	MAIN ST	NEWARK VALLEY	NY	13811	1	NYS	2929-0000		(607)642-5425
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607)753-1724
162605	162231	329873	MAIN STREET DELI	2 W MAIN ST	OWEGO	NY	13827	5	NYS	2929-0000		(607)687-3300
162605	162231	396274	NORTH AVE GAS STOP	UPPER NORTH AVE	OWEGO	NY	13827	1	NYS	2929-0000		(607)687-2605
162205	162231	171292	PAYLESS FOOD WHSE.	34 OWEGO ST	CORTLAND	NY	13045	1	NYS			(607)756-6361
162605	162231	269440	CHUCKS MOBIL MART	STATE&MEADOW ST	ITHACA	NY	14850	1	NYS			(607)272-3008
162605		450559	NATOLIS RT 11 MKT	220 S MAIN ST	HOMER	NY	13077	1	NYS			(607)756-9311
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607)273-6015
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	2	NYS		921320	(315)487-1100
162605	162231	031651	PAYLO QUICK STOP	MAIN STREET	TRUMANSBURG	NY	14886	1	NYS			(607)387-9875
162605		269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1	NYS			(607)272-9470

PAGE BREAK TOTAL ACCOUNTS 21 TOTAL QUANTITY 34

TEMPLATE TOTAL ACCOUNTS 21 TOTAL QUANTITY 34

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 05/20/97

ACCOUNT NUMBER: 186350
VOUCHER NUMBER: 15354146
DATE WRITTEN: 05/20/97
STATUS: PAID
AMOUNT PAID: 39.20

P&T DISTRIBUTING
1278 DRYDEN ROAD
ITHACA , NY 14850

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.80	39.20

EXPLANATION: JUNE: DORAL B2G1F PROMOTION #700272/A ZECCA

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